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## THE PROMINENT WINNERS AND PRIZE-WINNERS OF ART COMPETITIONS AT THE OLYMPIC GAMES OF THE MODERN AGE

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### Abstract

**The current relevance of the research.** The history of the sport movement of the early twentieth century is characterized by a special phenomenon – a combination of Sport and Art. The Olympic Art Competitions are one of the most important cultural events of the age that was realized in the program of the Olympic Games. The article highlights the achievements of the prominent figures of the Olympic Art Competitions, which were held during the Olympic Games from 1912 to 1948. **The aim** of this study was to characterize the achievements of the outstanding figures at the Olympic Art Competitions. **Methods:** analysis and generalization of scientific literary sources, historical, theoretical interpretation. **Results.** The achievements of the prominent figures at the Olympic Art Competitions have been investigated. There are the presidents of the International Olympic Committee (Pierre de Coubertin, Avery Brundage), the multiple winners and prize-winners of Art Competitions (Jean Jacoby, Alex Walter Diggelmann, Werner March, Josef Petersen), the champions of the Olympic Games in sport competitions (Walter Winans, Alfred Hajos), the authors of the constructed sport facilities (Jan Wils, Walter March, Werner March) among them. **Conclusions.** It has been found out that during the period 1912–1948 the winners of the Olympic Art Competitions were leaders from 23 countries of the world. The total number of the awards won was 49 gold, 53 silver and 49 bronze ones. Two Presidents of the International Olympic Committee (Pierre de Coubertin, Avery Brundage) were discovered to participate in the Olympic Art Competitions. Luxembourg artist Jean Jacoby (2 gold awards), Swiss artist Alex Walter Diggelmann (1 gold, 1 silver, 1 bronze medal), Danish writer Josef Petersen (3 silver awards), German architect Werner March (1 gold and 1 silver medal) were stated to be the most successful participants in the Olympic Art Competitions. People of art were proved not to be the only ones to compete at the Olympic Art Competitions. In the history of the Olympic Games two participants were both sport winners and Art Competitions winners (Walter Winans, Alfred Hajos).

**Key words:** the Olympic Art Competitions, the Olympic Games, IOC President, culture, art.

**Інна Литвинець, Богдан Виноградський, Антон Литвинець, Юлія Павлова. Визначні переможці та призери конкурсів мистецтв на іграх Олімпіад сучасності. Актуальність.** Історія спортивного руху початку ХХ ст. містить особливий феномен – поєднання спорту й мистецтва. Це олімпійські конкурси мистецтв – одна з найважливіших культурних подій того часу, реалізована в програмі ігор Олімпіад. У статті висвітлено досягнення визначних постатей олімпійських конкурсів мистецтв, що відбувалися в межах проведення ігор Олімпіад у період 1912–1948 р. **Мета** – охарактеризувати здобутки переможців та призерів олімпійських конкурсів мистецтв. **Методи** – аналіз та узагальнення літературних джерел, історичні, теоретичної інтерпретації. **Результати.** Вивчено досягнення видатних постатей олімпійських конкурсів мистецтв, серед яких президенти Міжнародного олімпійського комітету (П'єр де Кубертен, Авері Брандеж), багаторазові переможці та призери конкурсів мистецтв (Жан Якобі, Алекс Вальтер Діггельман, Вернер Марх, Джозеф Петерсен), чемпіони ігор Олімпіад у спортивних змаганнях (Уолтер Уайненс, Альфред Хайош), автори споруджених спортивних об'єктів (Ян Вілс, Вальтер Марх, Вернер Марх). **Висновки.** Установлено, що за 1912–1948 рр. переможцями олімпійських конкурсів мистецтв ставали діячі з 23-х країн світу. Загалом здобуто 49 золотих, 53 срібні та 49 бронзових нагород. Установлено, що учасниками олімпійських конкурсів мистецтв були два президенти Міжнародного олімпійського комітету (П'єр де Кубертен, Авері Брандеж). Виявлено, що найуспішнішими учасниками олімпійських конкурсів мистецтв були люксембурзький художник Жан Якобі (дві золоті нагороди), швейцарський художник Алекс Вальтер Діггельман (одна золота, одна срібна й одна бронзова медалі), данський письменник Джозеф Петерсен (три срібні нагороди), німецький архітектор Вернер Марх (одна золота та одна срібна медалі). Показано, що на олімпійських конкурсах мистецтв змагалися не тільки діячі культури. В історії Олімпійських ігор два учасники були переможцями як спортивних, так і художніх змагань (Уолтер Уайненс, Альфред Хайош).

**Ключові слова:** олімпійські конкурси мистецтв, ігри Олімпіад, президенти МОК, культура, мистецтво.

**Инна Литвинец, Богдан Виноградский, Антон Литвинец, Юлия Павлова. Выдающиеся победители и призёры конкурсов искусств на играх Олимпиад современности. Актуальность.** История спортивного движения начала ХХ в. содержит особый феномен – сочетание спорта и искусства. Это олимпийские конкурсы искусств – одно из важнейших культурных событий того времени, реализованное в программе игр Олимпиад. В

статтє освещаются достижения выдающихся фигур олимпийских конкурсов искусств, которые происходили в рамках проведения игр Олимпиад в 1912–1948 гг. **Цель исследования** – охарактеризовать достижения победителей и призеров олимпийских конкурсов искусств. **Методы** – анализ и обобщение литературных источников, исторические, теоретической интерпретации. **Результаты**. Изучены достижения выдающихся личностей олимпийских конкурсов искусств, среди которых – президенты Международного олимпийского комитета (Пьер де Кубертен, Эйвери Брэндедж), многократные победители и призеры конкурсов искусств (Жан Якоби, Алекс Вальтер Диггельман, Вернер Марх, Йозеф Петерсен), чемпионы игр Олимпиад в спортивных соревнованиях (Уолтер Уайнэнс, Альфред Хайош), авторы построенных спортивных объектов (Ян Вилс, Вальтер Марх, Вернер Марх). **Выводы**. Установлено, что за 1912–1948 гг. победителями олимпийских конкурсов искусств становились деятели из 23 стран мира. Всего получено 49 золотых, 53 серебряные и 49 бронзовых наград. Установлено, что участниками олимпийских конкурсов искусств были два президента Международного олимпийского комитета (Пьер де Кубертен, Эйвери Брэндедж). Выявлено, что наиболее успешными участниками олимпийских конкурсов искусств были люксембургский художник Жан Якоби (две золотые награды), швейцарский художник Алекс Вальтер Диггельман (одна золотая, одна серебряная и одна бронзовая медали), датский писатель Йозеф Петерсен (3 серебряные награды), немецкий архитектор Вернер Марх (одна золотая и одна серебряная медали). Показано, что в олимпийских конкурсах искусств соревновались не только деятели культуры. В истории Олимпийских игр два участника были победителями как спортивных, так и художественных соревнований (Уолтер Уайнэнс, Альфред Хайош).

**Ключевые слова:** олимпийские конкурсы искусств, игры Олимпиад, президенты МОК, культура, искусство.

**Introduction.** The history of the sports movement of the early twentieth century is characterized by a special phenomenon – a combination of Sport and Art. In fact the Olympic Art Competitions are one of the most important cultural events of the time that was realized in the program of the Olympic Games. The idea to hold the Olympic Games belongs to Pierre de Coubertin who was a French educator, historian and the founder of the modern Olympic Games. The origin of this idea goes back to antiquity. Pierre de Coubertin was impressed with the ancient Greek concept of combination of athletics and art [1; 7].

During the Consultative Conference in Paris in 1906, in which, at the invitation of Baron Kubertin, artists and writers took part, discussions were held on how art and literature could be integrated into modern Olympiads and to what extent [1; 4; 7].

The Coubertin's initiative was grounded by the need to «restore the pristine beauty of the Olympic Games». In terms of the Olympics, fine art «was united in harmony with the Olympic Games». «Deprived of Art Competitions aura, the Olympic Games are only world championships. There is only one difference between our Olympics and the simple sports championships and these are the Competitions of Art that existed in the Olympics of ancient Greece» [16].

Included into the program of the Olympic Games, Art Competitions, which were held in the period from 1912 to 1948, were thematically related to sports. Participants of the Olympic Art Competitions competed in the following categories: Literature, Architecture, Music, Painting, and Sculpture [4; 11].

Art Competitions were included into the program of the Olympic Games for the realization of the ideals of Olympism and the possible combination of the values of Sport, Culture, and Art [1]. Art Competitions played an important role in the popularization of the Olympic ideas, body training, and healthy lifestyle in the framework of the Olympic Games.

The artistic vision of the Olympic Games perspective was that the world of sport could be a kind of inspiration for the creation of new works and could involve art workers [6; 7]. Thus, the main idea of the games was the popularization of sport and the Olympic values through a reflection in sport-related artworks [1; 7].

The works of the researchers on the history of the Olympic movement such as F. Meze (1959), V. Platonov (2002), E. Vilchkovsky (2008), reflect the issue of the Olympic contests in Art only partially. Some aspects of this problem, in particular, the organization and realization of Art Competitions during the Olympic Games, the preconditions for their approval and decline are analyzed in the research works by Alexandra Thumm (1997), Richard Stanton (2001), Beatriz Garcia (2002, 2008), Bernhard Kramer (2004), Norbert Müller (2006), Yoshida Hiroshi (2009), Patrik Steorn (2012). But the studies on the winners and prize-winners of the Olympic Art Competitions have not been conducted enough; therefore our work has significant relevance.

**The aim** of this study was to characterize the achievements of the outstanding figures in the Olympic Art Competitions.

**Methods.** The following research methods were used: analysis and generalization of scientific literary sources, historical, theoretical interpretation. To cover this problem, the scientific works of foreign and Ukrainian researchers were used. The official reports of the Olympic Games were used as the primary sources.

**Results and Discussion.** Sport-related artworks made a substantial contribution to the world treasury of culture. During the period 1912–1948, there were winners of Art Competitions from 23 countries of the world. The winners and prize-winners of Art Competitions were officially awarded with Olympic medals. In general, similar to sporting events, according to official statistics 151 Olympic medals were awarded – 49 gold, 53 silver, and 49 bronze. Golden medalists have been recorded in the lists of winners as official Olympic champions [1; 2; 4; 11].

We investigate the achievements of the prominent figures at the Olympic Art Competitions (table 1) in this study, among whom there were the presidents of the International Olympic Committee (Pierre de Coubertin, Avery Brundage), the multiple winners and prize-winners of Art Competitions (Jean Jacoby, Alex Walter Diggelmann, Werner March, Josef Petersen), the champions of the Olympic Games in sports competitions (Walter Winans, Alfred Hajos), the authors of the constructed sports facilities (Jan Wils, Walter and Werner March).

Table 1

**Famous Figures of the Olympic Art Competition**

| №   | Author                  | Nomination / Title of the Work  |
|---|-------------------------|---|
| <b>Presidents of the International Olympic Committee</b>      |                         |   |
| 1   | Pierre de Coubertin     | Gold award for work «Ode to Sport» (Stockholm, 1912)  |
| 2   | Avery Brundage          | Incentive award for the work «The Importance of Amateur Sports» (Los Angeles, 1932)   |
| <b>Multiple Winners and Prize Winners of Art Competitions</b> |                         |   |
| 3   | Jean Jacoby             | – Gold award for watercolor drawings «Etude de sport» (Paris, 1924);<br>– Gold award for watercolor drawing «Rugby» (Amsterdam, 1928)   |
| 4   | Alex Walter Diggelmann  | – Gold award in the category «Painting» for the poster «Arosa» (Berlin, 1936);<br>– Silver award in the category «Painting» for the poster «World Cycling Championship» and bronze prize for the poster «World Championship in Hockey» (London, 1948) |
| 5   | Werner March            | Gold and silver awards for the architectural project «Reichssportfeld» (Berlin, 1936)   |
| 6   | Josef Petersen          | – Silver award for the work «Evrial» (Paris, 1924);<br>– Silver award for the work «Argonauts» (Los Angeles, 1932);<br>– Silver award for the work «Olympic champion» (London, 1948)  |
| <b>Champions of the Olympic Games in sport Competitions</b>   |                         |   |
| 7   | Walter Winans           | – Gold medal in single shooting Competitions (London, 1908) and Silver medal in team shooting Competitions (Stockholm, 1912);<br>– Gold award for the bronze sculpture «American totter» (Stockholm, 1912)  |
| 8   | Alfred Hajos            | – Two-time champion at the Olympic Games in free-style swimming at 100 and 200 m (Athens, 1896);<br>– Silver award for the project «Plan of the stadium» (Paris, 1924)  |
| <b>Authors of Sport Facilities</b>                            |                         |   |
| 9   | Jan Wils                | Gold award for the project «Olympic Stadium in Amsterdam» (Amsterdam, 1928)   |
| 10  | Walter and Werner March | Gold and silver awards for the architectural project «Reichssportfeld» (Berlin, 1936)   |

According to literature data [4; 11; 12; 14; 16], two Presidents of the International Olympic Committee – Pierre de Coubertin, and Avery Brundage, were among the participants in the Olympic Art Competitions.

At the Games of the V Olympic in Stockholm in 1912, when Art Competitions were included into the program of the Olympic Games, Baron Pierre de Coubertin the founder of the International Olympic movement participated in the literary competition. He received a gold award for his work «Ode to Sport», written in two languages [1; 4; 7; 12]. The official report of the Olympiad stated the work was submitted for consideration under the pseudonym, with two last names – G. Hochrod and M. Eschbach [14].

Avery Brundage participated in the Olympic Art Competitions in 1932 and 1936. In 1932 in the X Olympic Games in Los Angeles he was awarded with the «Incentive Award» in the category «Literature» for the work «The Meaning of Amateur Sports» («Incentive Award» – special awards that were created in each category of the Art Competitions in 1932; that without medal awards increased the total number of the winners of Art Competitions). Avery Brundage, an ideologist of amateurism, insisted that Art Competitions were undesirable intrusions into professionalism [1; 2; 11; 16].

Due to the official reports of the Olympic Games [5; 8], several participants of the Art Competitions won awards at the Olympic Games.

The most successful artist and the only participant in Art competitions, who became the winner of two Olympic gold awards, is the Luxembourg artist Jean Jacoby. He received a gold medal at the VIII Olympic Games in 1924 in the category «Painting» for three watercolors titled «Etude de Sport» (picture 1) [4; 5]. He was also awarded with gold medal at the IX Olympic Games in 1928 for the watercolor drawing «Rugby» [4; 8]. The sports themes were often displayed in Jacoby's artworks. According to his projects in Luxembourg, post stamps were published for the Games of XV Olympiad in Helsinki.



**Fig. 1.** Watercolors Paintings in the Category «Etude de Sport» («Rugby», «Corner»), Category «Painting», Paris, 1924

In the scientific literary sources [4, 9, 13], we have found only two participants who won three awards at the Olympic Art Competition. They are the artist Alex Walter Diggelmann and the writer Josef Petersen.

Famous Swiss graphic artist Alex Walter Diggelmann is well known for his sport posters. He is also the author of the design of the European Champion Clubs' Cup. Alex Walter Diggelmann received several awards – the gold medal at the Games of the XI Olympiad in Berlin in the category «Painting» (Nomination «Applied Graphics») for the poster «Arosa» [4, 9]; the silver and bronze awards in the category «Painting» in the nomination «Applied Graphics» for the posters «World Cycling Championship» and «World Hockey Championship» at the XIV Olympic Art Competitions in 1948 in London [4, 13].

Danish writer Josef Petersen won three silver awards in the category «Literature» at the Olympic Art Competitions. In particular the awards were for the work titled «Evriala» (the VIII Olympic Games in 1924 in Paris) [4, 5], and «Argonauts» («Epic Works», X Olympic Games in Los Angeles in 1932) [4, 15]. The last silver medal won the work «Olympic champion» at the XIV Olympic Games in 1948 in London [4, 13]. Josef Petersen is known for many novels with historical, often antique or medieval motifs, created between 1910 and 1949. He worked as a journalist and foreign correspondent.

According to sources, not only art workers, but also athletes competed at the Olympic Art Competitions. In the history of the Olympic Games, two participants were prize-winners not only in sport competitions, but also in Art Competitions. Walter Winans is an American shooter and sculptor who won the title of the first Olympic champion in the category «Sculpture». Alfred Hajos – a Hungarian swimmer and architect, who became the winner in the category «Architecture» [4; 11].

Walter Winans won the gold medal in the shooting competition at IV Olympic Games in 1908 in London [4]. At the V Olympic Games in Stockholm in 1912, he was a member of the American team who won a silver medal in shooting competitions. Besides sports competition, Walter Winans participated in Art Competitions and won the golden award for the bronze sculpture «An American Trotter» (picture 2). This was the first gold medal for sculpture in the history at the Olympic Games [4; 14].

In 1896 in Athens, Hungarian athlete Alfred Hajos became the first in the history of the modern Olympic Games champion in swimming who won two gold medals (100 m, 1200 m free style). In 1924, 28 years after triumphant victory, Hajos took part in the Olympic Art Competitions. In the 1924 at the Games of the VIII Olympic in Paris, Alfred Hajos together with Dezso Lauber (picture 3), won a silver medal for the project of stadium (category «Architecture») [3, 4, 5].





**Fig. 2.** «An American Toller», Category «Sculpture», Stockholm, 1912



**Fig. 3.** The Project «Plan of Stadium», Category «Architecture», Paris, 1924

Having analyzed the literature [4; 8], we discovered architects who took part in the Olympic Art Competitions and received awards for already constructed sports facilities. In particular, Dutch architect Jan Wils won the gold medal for the architectural design of the Olympic Stadium (picture 4) in the 1928 Olympic Games in Amsterdam in the nomination «Architecture». For the first time, the medal was awarded for the realized building. But at all previous Games only the projects of sports facilities were submitted. The stadium, which was the center of the 1928 Olympics, was the first Olympic stadium on which a special tower with a cup for ignition of the Olympic fire was built.

Werner March is a well-known German architect, a participant of the XI Olympic Games in Berlin, where he together with his brother Walter March won the gold medal at the Olympic Art Competitions for the «Berlin Reichssportfeld» (nomination «Urban Planning Projects») (picture 5), as well as the silver Olympic medal (nomination «Architectural projects») for the architectural design of the same sport facilities [4; 9].



**Fig. 4.** The Project «Olympic Stadium in Amsterdam», Category «Architecture» («Architectural Projects»), Amsterdam, 1928



**Fig. 5.** The Project «Reichssportfeld», Category «Architecture» («Urban Planning Projects», «Architectural Projects»), Berlin, 1936

Actually, the arena was only a part of the sports complex. In 1933 having come to power, Adolph Hitler announced a grand plan for the construction of a new arena, a hockey stadium, a horse arena riding, a swimming pool and even a theater. He suggested a reconstruction of the pre-war complex. He planned to create something large-scaled. That year, Werner March was appointed as Chief Architect of the Reichssportfeld Sports Complex project. With his brother Walter March, he built a new complex for the 1936 Olympic Games. The «Reichssportfeld» complex, which included the Olympic Stadium and other sports facilities, was awarded by the jury of the Olympic Art Competitions. The authors of the project received awards for architecture and urban planning [10].

**Conclusions.** Sport-related works on literature and art have made a substantial contribution to the world treasury of culture. This is proved by the fact that during the period 1912–1948 the winners of the Olympic Art Competitions were leaders from 23 countries of the world. The total number of awards won is 49 gold, 53 silver, and 49 bronze ones.

Two Presidents of the International Olympic Committee: Pierre de Coubertin (gold medal in the Literature category for the work «Ode to Sport», Stockholm, 1912) and Avery Brundage (encouraging prize in the category «Literature» for the work «The Importance of Amateur Sports», Los Angeles, 1932) were among the participants of the Olympic Art Competitions.

The most successful participants in the Olympic Art Competitions were Luxembourg artist Jean Jacoby, who became the winner of two gold awards; Swiss artist Alex Walter Diggelmann, who won three Olympic medals (gold, silver and bronze medals); Danish writer Josef Petersen, who won three silver awards; German architect Werner March, the winner of the gold and silver medals.

Not only the culture and art professionals competed in the Olympic Art Competitions. In the history of the Olympic Games, two participants were the winners of Sport and Art competitions. They are Walter Winans (an American shooter and sculptor who got the title of the first Olympic champion in Art Competitions in the category «Sculpture») and Alfred Hajos (a Hungarian swimmer, and architect, who became the winner of the Olympic Art Competitions in the category «Architecture»).

Dutch Olympic architects Jan Wils (project «Olympic Stadium in Amsterdam»), German architects Werner March and Walter March (project «Reichssportfeld») were awarded for built sports facilities.

**The prospects for further research** are seen in the detailed study of the countries participated in the Olympic Art Competition and an analysis of their achievements.

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